



Cochise County Tourism Council – Action Item Minutes

Date: October 24, 2018

Time: 10:00am

Location: Oscar Yrun Community Center
3020 E. Tacoma Street
Sierra Vista, Arizona

Meeting called to order 10:02 a.m. by Cochise County Tourism Council Chair- Ms. Jennifer Luria

ROLL CALL

Benson: Bob Nilson

Bisbee: Jen Luria

Sierra Vista: Absent

Tombstone: Steve Troncale

Douglas: Angelica Novoa

Willcox: Alan Baker

Cochise County: Amanda Baille

SEAGO: Larry Catten

Cochise College: Absent

Guests in Attendance: Jonathan Donahue, Sunny Quatchon, Rachael Hudson, Kate Cox, Greg Moyer, Steve Conroy, John Boyshen, Patrice-Sierra Vista Visitor Center

Call to the Public: John Boyshen Co – Chair for Cochise Cowboy Poetry Music Gathering and Chairman for Airport Commission. J. Boyshen informed CCTC of Model T Group coming week after Cowboy Poetry gathering. Model T will be going to Coronado, Sierra Vista, Bisbee, Tombstone, Benson, Kartchner Cavern and Tubac. Advocate for the city of Sierra Vista changing the old Airport Sign making headway put money aside to purchase a multi-purpose digital sign that can be dynamic that covers many events great spot because surrounded by military in that area and lastly Military benefits from the weather, however difficult for the civilian companies.

Minutes: Amanda Baille made a motion to approve Action Items for September 26, 2018 tele-conference meeting. The motion was seconded by Bob Nilson Vote taken, motion passed unanimously.

Treasurer's Report: No Update

Committee Reports:

- 1. Film:** Discussion on Coordinators and resources for Cochise County tabled for next meeting.



2. **Public Relations:** Kate Cox Updated on the following: **#1. Arizona Media Marketplace** – Delegate Registration, Handouts/Give-away, Jump drives ordered and working on Media Kits. Please look at attraction page and response to Kate Cox to get information uploaded **#2. Travel Classics West Afternoon Breaks-** Two wineries confirmed Pillsbury and Flying Leap Vineyard and Set-up confirmed Mountain Shadows. **#3. SoFi Video Project with Madden Media-** Pulling videos from user generated content information from Instagram. Launched Douglas and County wide photos and video campaign launch with incentives, imperative to reach out for donations for the incentives for these campaigns send by mail to Kate Cox. **#4 Varick Audio Everywhere:** Initial/October Audio Digital Ad launched. November Audio Digital Ad encompassing Birding Adventures complete. Kate Cox also reminded us on the donations for the Gift Baskets and what we want our visitors to see.

3. **Budget:** No Update

Discussion/Action: Only Action Items are noted.

1. **Cochise Cowboy Poetry**– Presentation by Greg Moyer, Steve Conroy, John Boyshen board members for Cochise Cowboy Poetry- Marketing Initiatives to Partner to include Cochise County. **No Discussion/ No Action**
2. **Miss Rodeo Arizona-** Tabled from Last meeting- Autograph cards for Miss Rodeo. Signs at each event travel 30,000-50,000 miles, across nation. **Discussion. Motion to spend up to \$500.00 dollars to make Autograph cards for Miss Rodeo by Alan Baker. Seconded by Steve Troncale. Vote taken. Amanda Baille – No Vote – All others yes vote. Motion Passes 5-1.**
3. **Local First Arizona Passport Sponsorship Opportunity- Rachael Hudson holiday shopping passport in Bisbee purpose to shop local for Christmas. Discussion. Motion by Allen Baker to encourage weekend in Cochise County and spend \$250.00 dollars promoting event. Seconded by Amanda Baille. Vote taken- all in favor. Motion passes.**
4. **\$1500.00 For birding Promotions for the year with SW & Wings over Willcox. Discussion. Bob Nilson made motion to give 500.00 dollars for wings over Willcox. Steve Troncale seconded the motion. Vote taken. All in Favor motion passes.**
5. **Travel classics West update- Kate Cox Update. –Discussion – Motion to Sponsor Pillsbury Winery \$144.00 dollars at the Travel Classic West by Jen Luria second by Amanda Baille. Vote Taken. All in Favor. Motion passes.**
6. **Advertising Approval Process- Discussion- Allen Baker motion to give permission for Kate Cox to move forward without approval from CCTC for standard advertisement. Seconded by Amanda Baille. Vote taken. All in favor. Motion passes.**

Community Announcements: CCTC Members in attendance spoke of various upcoming community



events or promotions. No action taken.

Next Meeting Location and Date: December 05, 2018, Tombstone, Arizona at 10:00am

Motion to Adjourn:

Jen Luria -made a motion to adjourn the meeting. The motion was seconded by Bob Nilson. Vote taken, motion passed unanimously. Meeting adjourned at 12:30 p.m.